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## Introduction to Identity Program

The 100th Anniversary of Warner Bros. marks a special occasion for the company to create and promote merchandise and programs to celebrate this historic milestone. In order for this special Anniversary trademark to be effective, it should be used consistently to maintain a high standard of excellence. The design of each element of communication—from social media accounts to printed materials, from promotional items to website pages—contributes to the overall impression that people have of the brand.

The purpose of these guidelines is to explain the components of the visual identity program for the 100th Anniversary, to define its graphic design standards, and to illustrate how these standards are applied.

As you will see throughout this document, the design system for the 100th Anniversary mark is simple, clean, and sophisticated. This is a deliberate approach that will elevate the communications and promotions for this special anniversary to a high international standard.

These have been developed through careful consideration of many factors, functional, aesthetic and technical. Many alternate color techniques are included; all are intended to convey a very consistent, bold look for the 100th Anniversary identity program.

## 1.1 Primary (Full-color) Logos with color specifications

Shown here is the primary logo for the Warner Bros. 100th Anniversary. Both the Warner Bros. Discovery shield and the 100 symbol are in full-color gradients, and the tagline is within the 100 symbol. This version of the mark should be used wherever possible.

The size and position relationships of the shield, 100 symbol, and the tagline have been carefully considered; do not attempt to change the relationships of the elements. Always use the provided artwork files.

When the logo is on light-colored backgrounds, use the blue gradient 100 symbol. When the logo is on dark colors, use the gold gradient 100 symbol as shown here.

Examples of how the logo should be used on various backgrounds are shown on page 1.7.

### Color Specifications

Pantone® spot colors, as well as 4 / C process colors, are specified for print use. RGB and Hex specifications are for use with on-screen and web applications, and are provided for a consistent appearance across different media.



The shield used in the Warner Bros. 100th Anniversary logo is the Warner Bros. Discovery shield.



When used at sizes smaller than 1.25 inches wide, use the alternate version of the logo with the tagline below the 100 symbol. See page 1.5 for more details.

Logo on light-colored background



Logo on dark-colored background



Left-side gradient

C100 M100 Y20 K28  
R4 G0 B108  
Hex 04006C

Right-side gradient

C80 M70 Y0 K0  
R64 G71 B255  
Hex 4047FF

Left-side gradient

C12 M42 Y100 K0  
R223 G153 B0  
Hex DF9900

Right-side gradient

C0 M20 Y100 K0  
R255 G201 B0  
Hex FFC900

"Celebrating" Gold

Pantone® 7548 C/U  
C0 M25 Y100 K0  
R255 G194 B0  
Hex FFC200

"Celebrating" Blue

Pantone® 286 C/U  
C100 M90 Y0 K0  
R0 G34 B175  
Hex 0022AF

## 1.2 Logos with Warner Bros. IP

Where appropriate, IP can be incorporated into the logo. Shown here are typical examples.

When IP is incorporated, the tagline moves from within the 100 symbol to below it as shown here. Always use the provided artwork files.

If it is on light-colored background, the tagline appears in blue; on dark-colored background the tagline appears in gold.

Logo on light-colored background



Logo on dark-colored background



### "Celebrating" Blue

Pantone® 286 C/U  
C100 M90 Y0 K0  
R0 G34 B175  
Hex 0022AF

### "Celebrating" Gold

Pantone® 7548 C/U  
C0 M25 Y100 K0  
R255 G194 B0  
Hex FFC200



## 1.3

### Two-color Logos with color specifications

Shown here is the two-color logo for the Warner Bros. 100th Anniversary. This version of the logo should only be used where the primary logo (full-color gradient) will not work because of limited color production or contrast issues, such as printing on merchandise.

Always use the provided artwork files. When the logo is on light-colored backgrounds, use the blue 100 symbol. When the logo is on dark colors, use the gold 100 symbol as shown here.

Examples of how the logo should be used on various backgrounds are shown on page 1.7.

#### Color Specifications

Pantone® spot colors, as well as 4 / C process colors, are specified for print use. RGB and Hex specifications are for use with on-screen and web applications, and are provided for a consistent appearance across different media.

Logo on light-colored background



Logo on dark-colored background



#### Blue

Pantone® 286 C/U  
C100 M90 Y0 K0  
R0 G34 B175  
Hex 0022AF

#### Gold

Pantone® 7548 C/U  
C0 M25 Y100 K0  
R255 G194 B0  
Hex FFC200



When used at sizes smaller than 1.25 inches wide, use the alternate version of the logo with the tagline below the 100 symbol. See page 1.5 for more details.

## 1.4

### Single-color Logos with Color Specifications

Shown here is the single-color logo for the Warner Bros. 100th Anniversary. This version of the logo should only be used where the primary logo (full-color gradient) or the two-color logo will not work because of limited color production or contrast issues, such as printing on merchandise.

Always use the provided artwork files. When the logo is on light-colored backgrounds, use the blue logo. When the logo is on dark colors, use the white logo as shown here.

Examples of how the logo should be used on various backgrounds are shown on page 1.7.

#### Color Specifications

Pantone® spot colors, as well as 4 / C process colors, are specified for print use. RGB and Hex specifications are for use with on-screen and web applications, and are provided for a consistent appearance across different media.



When used at sizes smaller than 1.25 inches wide, use the alternate version of the logo with the tagline below the 100 symbol. See page 1.5 for more details.

Logo on light-colored background



Logo on dark-colored background



#### Blue

Pantone® 286 C/U  
C100 M90 Y0 K0  
R0 G34 B175  
Hex 0022AF

#### White

## 1.5 Clear Space, Centering the mark and Minimum Size

Shown here is the appropriate clear space and minimum size for the Warner Bros. 100th Anniversary logo.

### Clear Space

To ensure its integrity and visibility, the logo should be kept clear from competing text, images, or graphics.

The logo must be surrounded by an adequate clear space. For all the logos, the clear space on all sides is, at minimum, equal to half the width of the 1 in the 100 symbol.

The clear space applies to all versions of the logo.

### Centering the mark

To properly center the mark, it should be positioned slightly to the left of the mathematical center point. Please follow the diagram shown on the right.

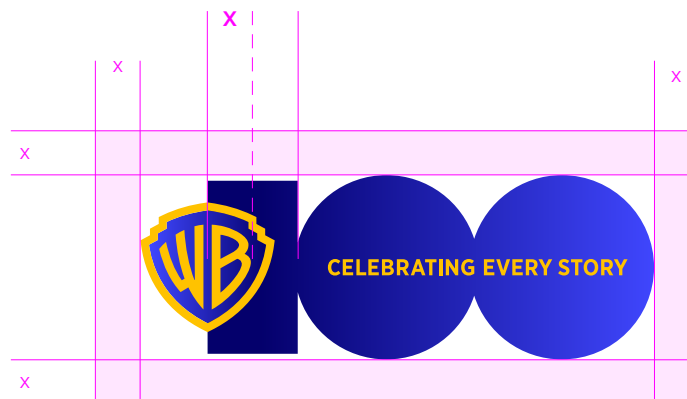
### Minimum Size

The Warner Bros. 100th Anniversary logo with the tagline within the 100 symbol should never appear smaller than 1.25" wide (or 90 pixels wide when used in digital formats).

When needed in sizes smaller than 1.25" wide, use the special logo for small sizes with the tagline below.

When needed in sizes smaller than 0.75" wide, use the mark without the tagline.

Clear space



Centering the mark



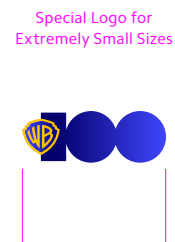
Minimum size



Minimum size is  
1.25 inches wide  
(90px for digital)



For use at sizes smaller  
than 1.25 inches  
(90px for digital)



For extremely small sizes  
where the production method  
does not allow for reproducing  
the tagline legibly.



## 1.6 Overview of Special Logos for Small Sizes

Shown here are the provided color versions for the special logos for small sizes.

The use of these logos should be reserved for special cases where space does not permit the use of the Warner Bros. 100th Anniversary logo at 1.25 inches wide or greater. See page 1.5 for more details.

Logo on light-colored background

Special Logo for small sizes



Special Logo for Extremely Small Sizes



Logo on dark-colored background

Special Logo for small sizes



Special Logo for Extremely Small Sizes



## 1.7 Logo Use on Color Backgrounds

Use the full-color gradient versions of the logo wherever possible. Shown here are examples of the approved logo use on colored backgrounds. When placing the logo on colored backgrounds, make sure that the logo has sufficient contrast with the background to ensure visibility.

For maximum contrast, when the logo is placed on light-colored backgrounds, use the logo with the blue gradient 100 symbol, as shown in the examples on the top row. When the logo is placed on dark-colored backgrounds, use the logo with the gold gradient 100 symbol, as shown in the examples on the middle row.

Full-color logo on white or light-colored background



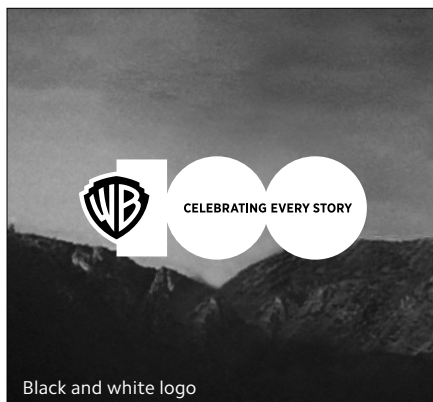
Full-color logo on black or dark-colored background



### Limited Color Production

Only when it is not possible to use the full-color gradient version of the logo because of limited color production such as one-color printing, newsprint, or foil-stamping, use the provided two-color versions or single-color versions of the logo. On dark-colored backgrounds with limited color production, use the all-white version of the logo or a black and white version as shown in the example on the bottom left. The single-color logo may also be produced in fashion color on merchandise items. As shown on the bottom row far right, the logo may also be produced in metallic silver or gold as done in foil-stamping.

One-color production on dark background



Black and white logo

Specialty printing—holographic



Specialty printing—foil-stamping



## 1.8 Logo Use on Color Backgrounds

When placing the logo on backgrounds, make sure that the logo has sufficient contrast with the background to ensure visibility.

For maximum contrast, use the Warner Bros. 100th Anniversary logo with the gold 100 symbol or the all-white logo on dark-colored backgrounds. Use the Warner Bros. 100th Anniversary logo with the blue 100 symbol or the all-blue logo on white or light-colored backgrounds, as shown in the examples here.

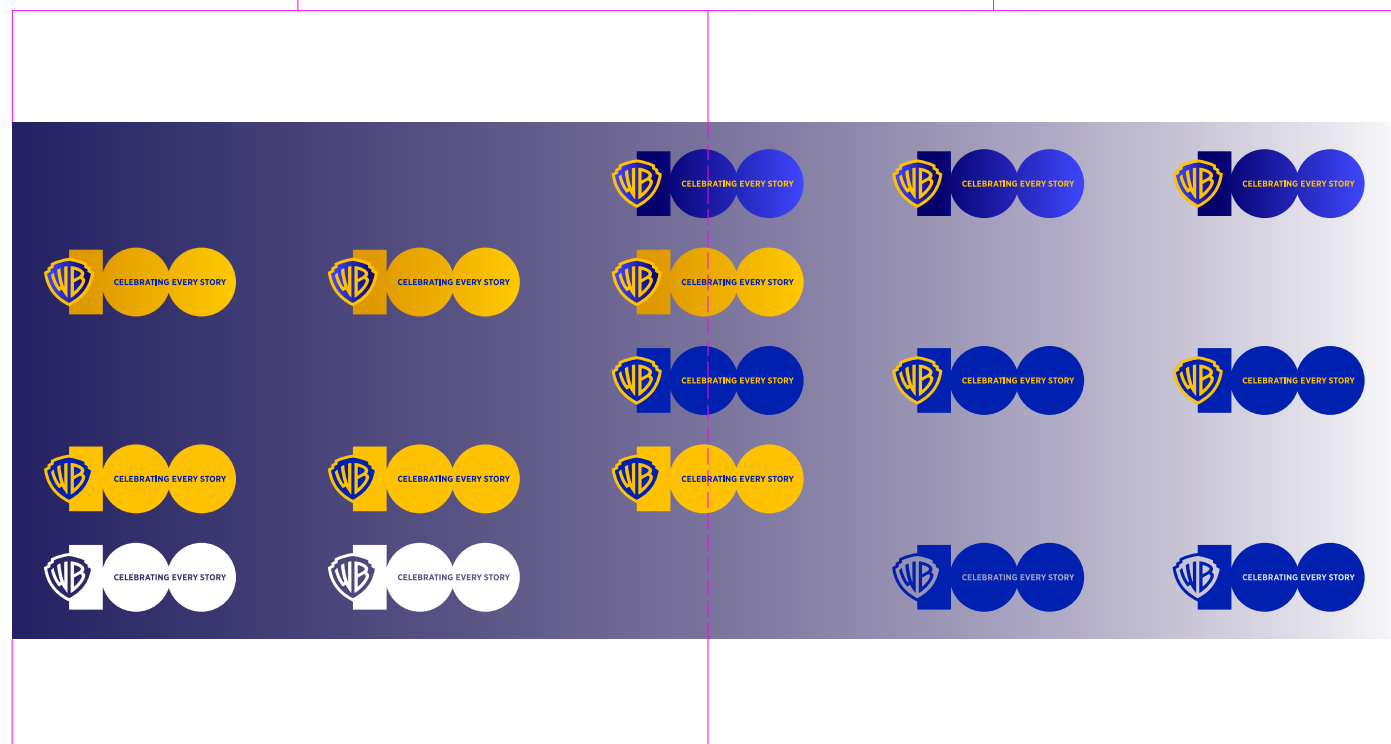
The chart on the right shows the appropriate use of logo color based on the background color value range. Use the full-color logo wherever possible, as shown in the example.

The full-color logo should never be placed on colors that do not provide sufficient contrast to the logo. For these special cases, use the approved one-color logos.

These examples apply to all of Warner Bros. 100th Anniversary logos.

Preferred: Use the full-color, gradient logo with gold 100 symbol or all-white on dark-colored backgrounds

Preferred: Use the full-color, gradient logo with blue 100 symbol or all-blue on light-colored backgrounds



This is the preferred color value range for backgrounds and should be used with the full-color gradient logo wherever possible.



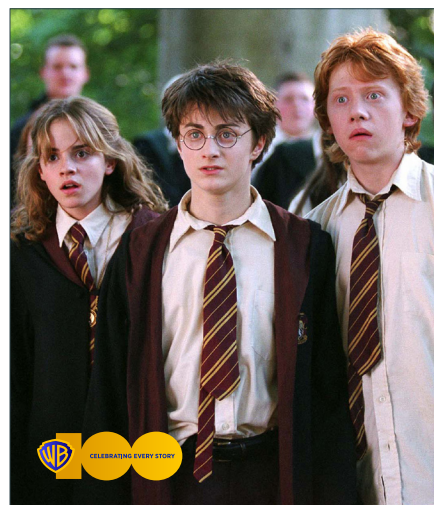
## 1.9 Logo Use on Imagery

Shown here are examples of the correct ways to use the logo with imagery. Imagery should be selected carefully for clarity and impact.

Because every image is different, be sure to choose an image whose colors provide strong contrast with the logo. Place the logo in an area of the image that is not visually “busy” in order for the logo to read clearly. Always use well-composed, high quality, and high resolution images.

The full-color, gradient versions of the logo should be used wherever possible. The logo must always have sufficient contrast with the background. Where there is insufficient contrast, use the logo with a white, black, dark blue or semi-transparent bar. Where it is necessary to produce the logo in one color — such as one-color newsprint — use the provided single-color artwork or a black and white version that has been specially created for one-color use.

These examples apply to all Warner Bros. 100th Anniversary logos.



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## 1.10 Typography

Gotham Narrow Bold is the typeface used for the tagline "CELEBRATING EVERY STORY".

Gotham Narrow Bold or Gotham Narrow Medium can be used for adjacent headings or messages, if needed.

**Gotham Narrow Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !?@\$%&**

**Gotham Narrow Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !?@\$%&**

## 1.11 Incorrect Logo Use

For maximum impact and overall consistency, it is important to protect the value and integrity of the Warner Bros. 100th Anniversary identity by using the logo correctly.

Always reproduce the logo from original artwork files, and avoid improper logo usage such as illustrated here.

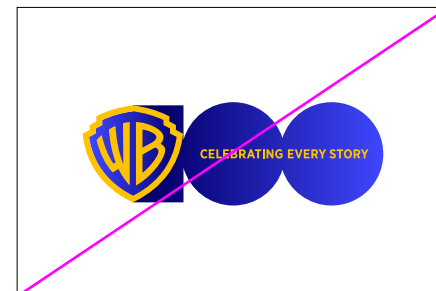
These examples apply to all Warner Bros. 100th Anniversary logos.



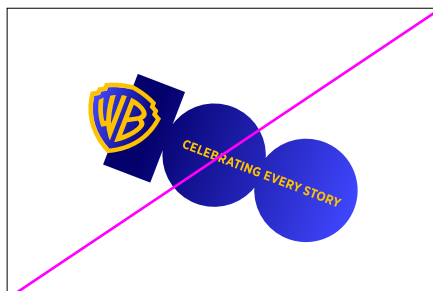
Do not distort the logo



Do not reposition the logo elements



Do not change the size relationships of the logo elements in a lockup



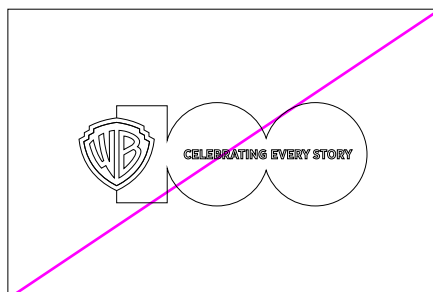
Do not rotate the logo



Do not change the typeface of "celebrating every story"



Do not add elements to the logo



Do not outline any area of the logo elements



Do not use the logo without the symbol



Do not switch the symbol and/or wordmark colors



Do not add words to the wordmark



Do not change gradient direction



Do not use unapproved effects on the logo



## 1.12 Incorrect Logo Use on Color Backgrounds and Imagery

For maximum impact and overall consistency, it is important to protect the value and integrity of the Warner Bros. 100th Anniversary identity by using the logo correctly.

Always reproduce the logo from original artwork files and avoid improper color and background usage such as illustrated here.

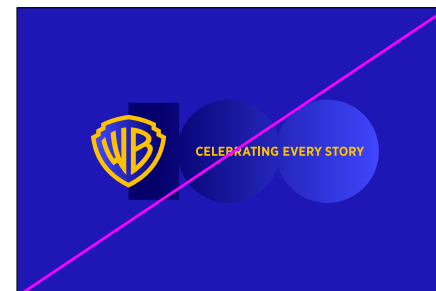
These examples apply to all Warner Bros. 100th Anniversary logos.



Do not use version with yellow wordmark on light-colored backgrounds



Do not use version with blue wordmark on dark-colored backgrounds



Do not use logo on backgrounds of similar hue or value where there is not enough contrast



Do not place over multiple colors



Do not place on backgrounds where contrast with the logo colors is uneven



Do not place over patterns or textures



Do not place on photos with insufficient contrast



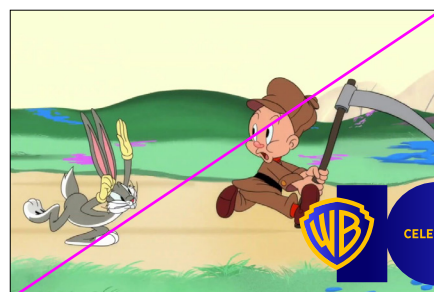
Do not place on busy areas of photographs



Do not add a box or shape around the logo



Do not place on faces in photographs



Do not bleed the logo off the edge

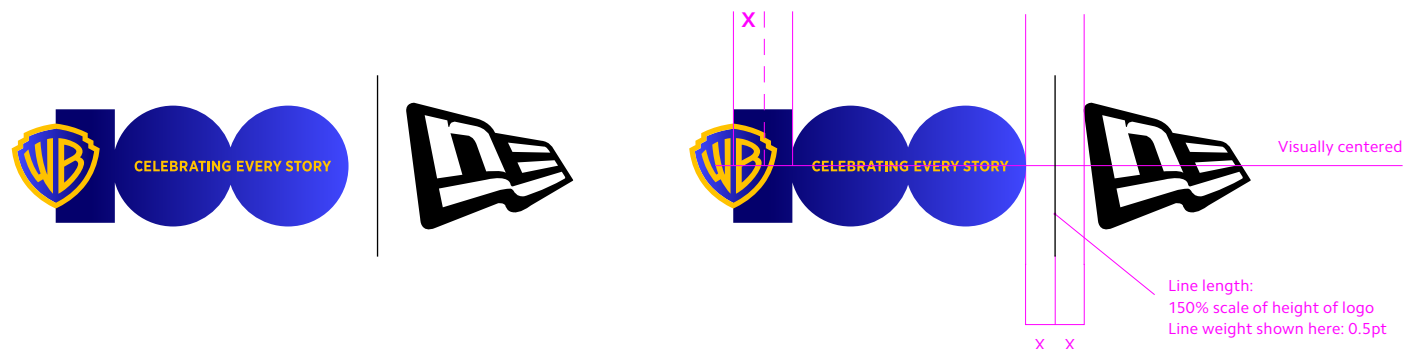


Do not make the logo transparent except for video bugs

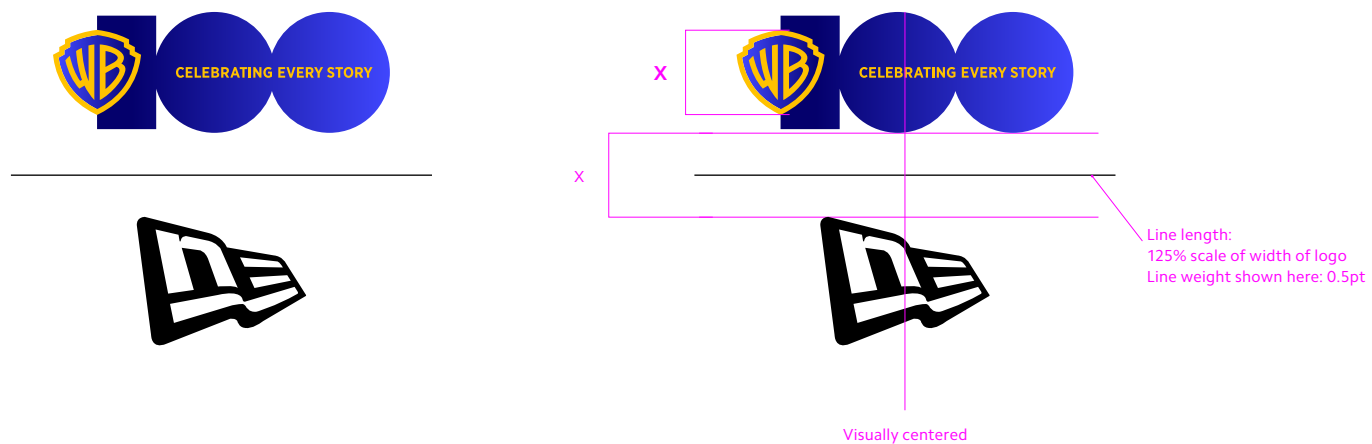
## 1.13 Co-branding Guidance

Example of using the vertical logo in co-branding or sponsorships

Shown here are general specifications for co-branding situations. Since every logo is different, no exact measurements are provided. In each situation, try to make a harmonious combination that balances the two logos and the dividing line in size and positioning.



Example of using the horizontal logo in co-branding or sponsorships



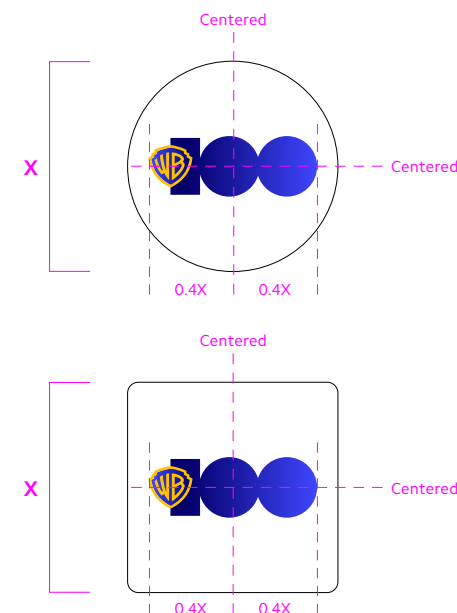
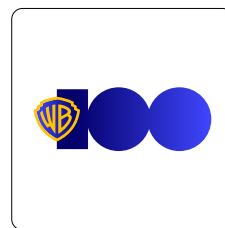
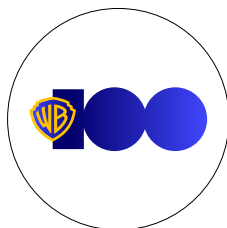
## 1.14 Social Media Avatars

Social media platforms use various shapes to “contain” the icons of their users accounts. For social media avatars, use the extremely small version of the Warner Bros. 100th Anniversary logo.

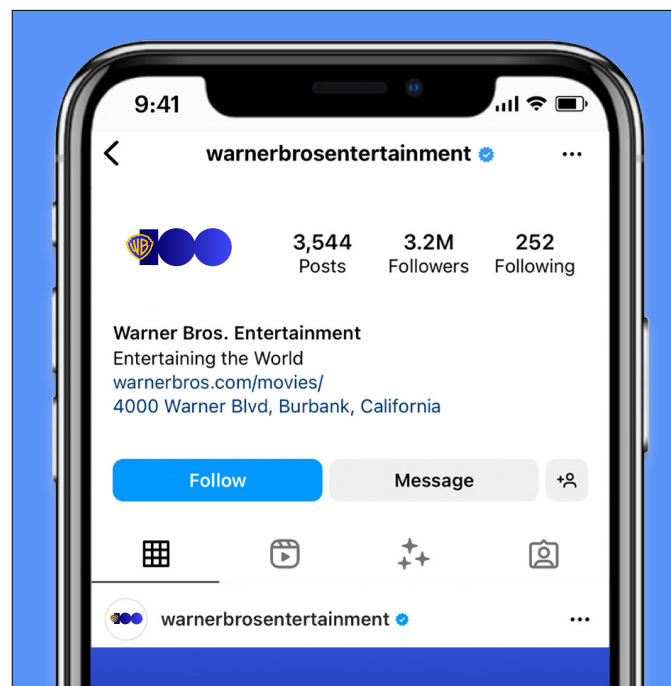
Shown here are approved avatar versions in the most commonly used shapes. Follow the guidelines shown here along with the platform’s current recommendations.

The proportions shown here have each been specifically designed for circle and square avatars. Be sure that the image appears neither too large nor too small within the avatar by following the guidance shown here.

Because social media platforms frequently update their requirements for avatar images, make sure to use current standards and use the highest quality file type available to the platform in order to enhance clarity and legibility.



Examples of social media avatars



## 1.15 Approach to Logo Use on Merchandise

The examples shown here demonstrate how Warner Bros. 100th Anniversary logo might be used on apparel.

Note that there is always adequate clear space around the logo.

For merchandise and promotional items, it may be desirable to produce the logo in a variety of fashion colors. If doing so, use the single-color version of the logo.

The logo should always be reproduced with the highest standards for quality for any given production method and the highest standards of legibility for any given materials.





## 1.16 Approach to Logo Use on Merchandise

The examples shown here demonstrate how Warner Bros. 100th Anniversary logo might be used on promotional items.

Note that there is always adequate clear space around the logo.



